

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

LCS0015

INTRODUCTION TO COMMUNICATION STUDIES

(All groups/sections)

29 MAY 2019

9.00 AM – 11.00 AM

(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of **ONE** page with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

**SECTION A: PRINCIPLES OF COMMUNICATION [30 MARKS]**

**Instruction:** Answer ALL questions.

1.
  - i) Explain communication using the communication principles Conciseness, Consideration and Correctness.  
(3 marks)
  - ii) Illustrate and explain the basic model of communication.  
(7 marks)
2.
  - i) What are self-esteem, self-image and projection?  
(3 marks)
  - ii) Explain factors that influence perception.  
(7 marks)
3.
  - i) Explain why difference matters in the study of culture and identity.  
(3 marks)
  - ii) Explain two (2) dialectics of intercultural communication. Provide an example for each dialectics.  
(7 marks)

**SECTION B: CONCEPTS OF COMMUNICATION [20 MARKS]**

**Instruction:** Answer ALL questions

1. Using one (1) example, analyse the roles of mass media in Malaysia by applying the concepts of communication.  
(10 marks)
2. Develop a planning guide for a speech you would deliver at your own graduation party, by applying the concepts of communication.  
(10 marks)

**End of Paper**